A STUDY OF ENGINEERING STUDENTS' EXPECTATIONS GENERATED BY MARKETING STRATEGIES OF THE INSTITUTES V/S ACTUAL DELIVERABLES IN GREATER NOIDA REGION, INDIA

Synopsis

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INTRODUCTION: - India is relatively a very young country with around 9,227,833 students enrolling in various undergraduate courses (according to the National Center of Education and Economy report- 2002-2003). With a decade been passed since the publishment of the report, this number has increased manifold. This number entails the registration in all the Under Graduate courses like, B.Com, BA, B.Tech etc. There has been a lot of inclination of young students to become Technocrats. With the buzzword of Innovation and Research, new technologies are growing at a fast pace which is attracting lot of students to become young entrepreneurs. Everyone, aspires to be founder of Snap Deal and Flipkart. Not to forget that all these founders are Engineers now turned to entrepreneurs.

But, with so many IITs, NITs, IISC, Private Institutions and Large number of engineering colleges coming up,the competition has become rather tough and the expectations of the students rather very high. They want ful 'College Experience', 'Value for Money' and have very high aspirations. Not only do they look forward to have best placements in the industry, but they also look forward for the high paying jobs which could again given them,

'Value for money' for the fee which they have paid while studying engineering.

They come with whole range of expectations in the engineering fields. ? But are these colleges able to deliver and fulfill the expectations of these students? Does the student feel comfortable after coming out of the college and can they say their expectations have been fulfilled.

Through this study, we aim to know the unfilled areas and know the 'GAP' between the students' expectations and the college deliverables and hence to make the Engineering Learning Atmosphere more conducive. We also aim to know what the students feel is their role in shaping up their own career and how they feel the college is shaping their career. To what extent they think Technology is helpful in the teaching and learning process. We also

aim to know if Technology can replace teacher in the long run.

Not only this, we will try and ascertain the fact, whether the expectations are unrealistic or they are been formed because of the lack of knowledge on the part of students.

We also wish to collate the views of the students who feel left out in the process of being taught and feel very nostalgic and depressed by the Institution's atmosphere.

NEED OF THE RESEARCH:- We humans make our theories keeping in mind our past experience, by observing other and at times through other person's experience. But does one solution hold good in the entire situation? What we believe is good in one situation may be worst in the other situation. We may not use our Intelligent Quotient, Emotional Quotient and Common Sense to take stock of all the situations, all the time. One reaction at one place may be very dangerous at other place.

For this reason, we need Scientific and Proven theories to evaluate our answers, decisions and thinking. As all these 3 things will directly be effecting our implementation and decision making techniques.

For instance if the Marketing Manager releases a new product in the market at a wrong place without making any surveys or doing any research of reading the past data, it may lead to excessive loss to the company and there can be more severe disasters as well. The Financial Crunch of year 2007-2008 started in The United States of America is the idle example of the wrong decision analysis with out proper survey. The loans given by Lehman brothers bank without judging the past history of the debtors and without doing the proper research is the reason behind the same.

Innovation and Research are the buzz words today. The Government, big business empires and even the colleges are investing lakhs of Rs to promote research. Education is very important to take any country from 'Developing' stage to 'Developed' stage. The role of Primary, Secondary and Higher Secondary role cannot be neglected. Primary Education is the root need, Secondary education makes the student ready for semi skilled jobs and higher education makes them, ready for the high skilled and niche jobs. Even the Union Budget exerts an emphasis on creating world class infrastructure for promoting Research and Development, making sure that the corporate come forward to spend money on Research and Development activities and promote young talent at college and state level.

The focus is also on increasing enrollment of students in UG, PG and Doctorate level,

Making them far excellent in every field and Increasing Employability.

But, the points discussed above are at MACRO level. At the Micro level, the ground realities are different. Things are not in the shape as they are claimed to be. With the increasing number of colleges in India, it is disheartening to state that the level of education (particularly Technical Education) is not up to the mark.

We wish to quote the example of Engineering Colleges affiliated with Dr. APJ Abdul Kalam Technical University(Formerly Uttar Pradesh Technical University) as our sample will be the students studying under this affiliation.There are about 663 colleges affiliated with Dr. APJ Abdul Kalam Technical University. Out of these 663 colleges, 300 colleges offers B.Tech program. Not to forget, there are about 18 private Universities offering the same program in Delhi/NCR region.

Every college and private University offering Technical Education in this region claims to be the best. They claim to have best of the faculty, Infrastructure, best College experience given to the student, best technology etc. But are the students satisfied after joining the same. Do the expectations they possess, pre and post joining the college matches. That is a subject which needs to be looked after.

That is the reason, we thought of picking this topic so that we make try and make the learning environment more conducive and can also ensure overall development of the students. This will ensure that the students

OBJECTIVES:- Any study is done with a aim to highlight any grave issue that has been haunting or creating issue to the society. It is done with the intend to dig out under lying matters and give emphasis to those issues.

Through this research, we are trying to shed the light on the following issues:-

- To know the brand image of the Institute from the students who enroll in Engineering colleges in Greater Noida region, UP.
- To analyze the GAP areas to ensure the overall development of the Engineering student.
- To analyze improvement areas for the Institute to make learning environment more conducive.
- To analyze the reasons of changing students' expectations from the Institutes.
- To analyze the importance of Technology, Guest Lectures and other additional certifications in the main curriculum.

REVIEW OF LITERATURE:- The review of the literature forms a very essential part of any research work. Before starting any research topic, the researcher must know till what extend the past studies has been done. It also entails how your research must focus on the existing problem statement to optimize the already existing solutions. It not only justifies the research methodology which he/she intends to undertake, but also helps to have introspection how prepared you are to complete the intended research. This is very helpful in generating new ideas for the problem statement and avoid duplicating the work with other's research, hence avoid chances of Plagiarism. In the broader terms, it has the following advantages.

- It helps the concerned authorities to know that the researcher has done lot of study of the existing knowledge of the chosen subject.
- It also helps the concerned authorities to know that the researcher has done has a deep understanding of the topic.

Some of the excerpts from the review of literature from this topic are enlisted below.

- ***Matthew Davis, May 15, 2013,"Universities are in 'dangerous' era for student expectations."-*** After the fee structure of the Universities was revised to 9000 pounds a year in the UK in the year 2012- 2013, the students expectations increased manifold. Thereafter, according to a survey of students' expectations and the Institute Deliverables, following points were highlighted.
  1) The report published said, that on an average the students were spending 900 hours for study in an year, which includes his private study time as well. But the recommended study hours as per the report published by Quality Assurance Agency(QAA) must be 1200. This was invariably because of the shortage of the contact hours with the concerned faculty.

2) Bahram Bekhradnia, The Director of Hepi, expressed his concerned that this wide gap between the expectations and the Institute's giving might be a very difficult scenario to deal with in the coming years.

3) There is a direct relationship between the higher tuition fee paid by the student and the expectation he has from the Institute. But the ability of the Institute to meet those expectations is not that very competent.

4) The report also, pointed out that the Institutes are not in a winning stage as the increasing higher fee is neutralized by the decreasing grants from the Government. If the Government is giving away the Research and Education Grants, the criteria to obtain them is seemingly becoming very difficult.

5) The report also pointed out that there has been a large number of students who think that the course that they are pursuing, does not have much 'Value for their Money'.

6) The report also asserted on the point that the Government and the other related agencies must take measures to explain to the students that they must not expect much more by paying more tuition fee as the same is compensated by the losing Government Grants.

7) Wendy Piatt, Director General of Russell Group stated that the Government is spending millions on the improvement of labs, new books etc, but the learning style in the college is much different than the school level.

- ***Kandiko, C.B & Mawer, M. 2013- "Students Expectations and Perceptions of Higher Education. London: King's Learning Institute"-*** In the Year 2013, Quality Assurance Agency(QAA) took up a project to know the insight of the students expectations and perceptions of the higher education. The aim was to know introspect the loopholes in the University Education system and to connect all the dots. Following were the main highlights of the same.
    1) This report also focused on the point that somewhere the students start behaving as consumers and just like the consumers want value of money in every penny they spend, the students also seek to have the same in terms of fee which they pay to the Institutes. This became more evident after the increased fee structure in the year 2012.
    2) The students stressed on the point that they are more inclined towards the face to face contact hours with the teachers and wants that to be increased. The Technology was just viewed as an additional means to support the teaching learning process but was not an option to teacher.
    3) The students also wanted additional advices from the Institutes in terms of Soft Skills and other personality development sessions to increase their employability. They wanted guidance from the college faculty for their crucial career guidance and how to hone up their skills.
    4) The students also wanted that the curriculum must be tweaked and dynamic and the mode of content must be as per the latest industry demands. The Institutes must keep having various permutations and combinations in the teaching process so that the best suited option may be adopted.
    5) The students also stated that they wish to interact with other students in different learning disciplines so that the knowledge may be exchanged and there is a sense of belongingness even in the college. That will bring more harmony and best ties amongst them.
    6) The 'Student Experience' may vary from student to student and hence could not be measured in terms of a single definable unit.

7) It also showed us that more mature students studying at higher levels of education may not wish to interact with the student unions.

- ***Gurney- Read Josie, 2014, "Meeting Students' High Expectations"-*** It always remains a very ironical fact that even the number of applications in the UK Universities are increasing , there is still a big question mark on the level of the students' satisfaction. Though these figures must be directly proportionate but somehow they are becoming inversely proportionate. There has been a substantial increased in the number of complaints been raised by the students to their Institutes. These complaints are mostly related to their grades but there are some major concerns about the course curriculum and the courses which the Institutes are running.

The General Secretary of University and College Union asserted on the point that the Institutes spend a lot on the marketing and promotional activities to attract the prospective students, but they must lay more emphasis on the future a student will have after enrolling in a particular course.The students expectations must be set from the very beginning.

According a survey conducted by HEPI Student Experience, top two agendas in the mind of the students were number of Teaching hours and the size of the classes.

The report also raised a concern that the removal of the cap on student numbers from 2015-16 could have a direct impact on the students' satisfaction. As the class size may increase, the pressure on the faculty will increase and they may not be able to deliver their lectures with same efficiency and enthusiasm.

It was also implied that after the University/ Institute level studies, the salary size which these students are getting are not attracted and the students again feel that the value of the money has not been achieved. There were questions raised on the point that even after attending a course in the Institute, it may not guarantee a jobwhich could means their hand to mouth requirement, what is the point in attending such a course and if at all that course must be running in the Institute. The research carried out by thinkmoney.co.uk further stamped these questions.

But on the macro level it was again though whether there is an issue with the Institutes failing to deliver the students' expectations or there are some issues with these expectations itself. David Ellis, made it a point that the student experience and the value for money depends on the fact that how much the student is able to grab and take out from the Institute. How much the student is able to able to absorb in terms of academics, subject matter is his cup of tea.As this research also suggested that most of the students opined that if given them a chance to reverse the time, most of the students would change their choice of degree. But the expectations not matching with the deliverables are not the only reason for this. It may be perceived that this decision is thought basis the fact that the students' vision is now broader and hence, they know their career choice now. They might have taken the present choice of subject, on some peer pressure or may be under family influence.

While this report asserted on the fact that things like increasing the contact hours, placement statistics and class size must be made very transparent, but at the same time there has to be a universal presentation to it as well.

- ***S. Smith Joshua & C. Wertlieb Ellen, 2005, NSPA Journal, " Do first year College Students' Expectations Align with their First year Experiences?"-***

  As the students transit from school to college Institutes, it is a simultaneously adapt to college academic rigor and new social responsibilities (Holmsrom, Karp & Gray 2002). Most of the students are doing many things for the first time at their own. It could be waking up in the morning, ironing their clothes themselves or may be preparing breakfast together.These are potentially new social and emotional stressors that a first year college student faces(Holmsrom, Karp & Gray 1998). Failure to understand the things in these 2 settings results in different and unfulfilled expectations of the students. This can also impact their motivation and achievement (Kern, Fagley & Miller, 1998).

  It has been observed that the students try to change or mold their academics habits. For example, students who know that they lack much caliber, try to work harder and make their efforts to achieve the academic success. While others will not study as they think that the college degree is not of much value to them and the attendance which they are maintaining is only under parental pressure.

Ecological theory has been used to describe a student's ability to connect with the institution based on the relative attractiveness of the college environment(Tinto, 1993). According to ecological theory, academic and social satisfaction is a function of the extend to which a student's personal characteristic or trait fit with the academic and social environment at a particular college(Astin, 1993). The environment is comprised of many facets including physical environment and social/academic opportunities to connect with others. The openness of the students, faculty and staff in the college makes the students' view of the college environment. When the characteristics do not align with the environment,there is a sense of regret in the students and they may regret selecting the college.(Darlaston-Jones et al, 2003; Gerdes & Mallinckrodt, 1994)

(The above paragraph is quoted as it is from the research paper).

There is also a difference in the fact that the thinking of the teachers at the school and college level also differs. The school teachers perceive that certain things are to be taught more religiously at the college level, however college teachers think that the students must enter the college with the basic knowledge of certain things and hence they mold their way accordingly. This creates an imbalance between the students expectations as their mind set is that the college will teach them X thing, but the same is not been taught due to the difference is thinking of the teachers.

Though the efforts has been active to develop the state and national level learning in a way that it directly creates positive impact on the teaching learning process, but somehow due to the above difference of opinion they are not aligned and hence the effectiveness of this gets decreased. This program also suggested that teachers and the parents play a wide role in the advising the students about which course to take up and other important decisions. The absence of collaboration between them leaves the students wondering about the college real atmosphere and hence they form wrong expectations from the college before they enter in it.(Kirst and Venezia, 2004).

This research also suggested that the first year students who are living in the hostel tend to be more concerned about the changes in daily routine than the changes in the academic curriculum. This is again a part of the vicious circle of the high school and the college expectations not been aligned. These freshers enter the college with high expectations regarding their social college life. They also have very high and at times false expectations about the academic and non academic domains. They want to be given more freedom and exposure to the social activities than it is warranted by the college.Paul and Brier (2001) reported that the social experiences of the students in the college did not meet the pre conceived notions of the first year students. Because these students could not get the exposure which they wanted due to the Institutes restriction, many of them reported and experiences the feelings of lonliness and missed their family and friends at home.

Pancer, Pratt and Hunsburger stated that it also impacted the way they took up people management around them. Students who got negativity in their outlook showed problems in adjusting to the University curriculum and norms rather than the students who were

optimistic and has lesser expectations.The former showed more degree of stress, negativity and exhibited more depressive symptoms than the latter who were optimistic.

This in turn also affected their score cards in the college. The former has fared lesser than the latter who were prepared to take up the college expectations rather than their own expectations and were prepared to make adjustments.

It was also observed that the academic success was somehow directly proportionate to the social expectations the students had. The students who entered the college with higher social expectations tend to have more accurate analysis of their grades which was towards the lower side than the students who entered the college with fewer expectations. The latter students were more regular in the classes, exerted more efforts into their academics and studies more to fare better than the former students with more unrealistic high expectations.

- ***<u>O'Connell Jamie,2010, "Changing Student Expectations"</u>*-**The growing cost of the higher education worldwide has got direct impact on the expectations the teachers and parents have from the Institutes. As far as UK is concerned, it has the following 2 reasons.

As the Conservative party came in the force in the year 2010, there was a major cut down on the public spending and emphasis was given on reducing the public deficit. The higher education budget to an extend of 40% in that year.

Also, in October 2010 an independent review conducted by Lord Browne into the funding of Higher Education was done. This review has made strong recommendations for the Universities, Colleges and Institutes to set up their own tuition fee without any cap to be able to neutralize the cut funding in the higher education. The main aim was to let the market being settled itself to who wants to pay how much.

The recommendations were passed by the Government with some amendments. A cap was fixed to 9000 pounds fee per year for the undergraduate courses but was raised from the current level of 3290 pounds. This will be able to compensate the issue of budget cut from the Government. But this will have direct impact on the expectations the student will have and will also change the criteria on which the students evaluate the University and course to attend. As asked in a Straw poll on the Student Room(Student room is the world's largest we community , with 26 million views and 3.9 million unique users each month. The members are young people who offer support and advice to each other through various forums and threads on the career related and other University issues.), "Why does the student wishes to go the Institutes", the following derivatives were found.

1) To have the 'student experience and sense of independence'.

2) To study and explores their passions.
3) To secure a well paid and good settled job.

The importance given to all these factors will of course be different from student to student depending on the financial background of each student. But they may tend to change with the ever increasing fee structure and in turn increasing the student's expectations.

Many students might just be interested to taste the independence post High and Secondary school. They might just be interested in the waking up themselves, cooking themselves and leaving independently away from their homes. They might feel very fresh top meet the like minded people and to go foe social parties and explore. But how much will all this hold good if the student know that the cost of all this could be paying as much as 9000 pounds yearly for this? With this increasing fee structure, the students will be well aware that they need to make most of their time in the Institues to perform very well academically. Of course, this will be a self-imposed pressure and also from the families who will be struggling to pay that hefty fee to the Institutes. They will want to take up part time jobs. So, how much will this 'student experience' thing hold good to them?

In this era of ever increasing technological changes, this will also change the expectations students will have from the University about the 'Student Experience'. As you don't really feel away from home(Thanks to Whats app, Face time and Skype) , the students might not make new friends in the college and they will not be able to go away from the school friends. And when the exams come, or the students need loved one around, they will not have anyone there. Hence, will look forward to be around with family. They will forget the 'Student Experience' thing.

The quality of services which the student gets varies from Institute to Institute. This may differ in terms of contact hours per student per subject and also in terms of the extra and specialized career advice which the Institute offers to the students. In the era of ever increasing fee, the students will want to choose the Institute having the best contact hours and also giving the extra ordinary career guidance to the students. Not only career guidance, they will ensure that they have emotional advice, financial support and excellent medical facilities.

As the students will pay extra bucks from their pockets for the fee, fewer students will take up college studies and those who take up will want to have the best and high paying job. The

students who take up the College studies will choose the college with great care and the survival of the fittest will be there. It was recommended in this study that there has to be 'Key Information Set' made available by all the Institutes which will have data like contact hours per week, placement stats, specialized services available to the students so that they may choose the best. There will also come an era where the UK students will look forward to go abroad to take admission in foreign universities unlike the past. They will look forward for an option where the college gives them the education at a low fee than that offered in the UK.So there will come a time where the UK Universities will face competition with the foreign Universities.

It was also perceived that the Institutes offering degrees and programs recognized by an Industry or a particular company will have an edge over the others. For example- Lancaster University offering Ernst and Young Business Degree will be able to attract more students in the future.

Students will be more attracted towards financing their degree rather than anything else.

- ***Miller Ross, 2001, "Greater Expectations to Improve Student Learning"-***

  Expectations play a very vital role in determining the productivity of the students. By raising the expectations from the students, studies observed that the best can be taken out from them. The Hawthorne Effect(in which the mere awareness that they are in an experiment raised their productiveness) is a powerful example to show the effect of expectations on the performance.

  Schilling and Schilling(1999) asserted the fact that the mental and physical abilities of the students being equal, just their level of expectations can play a very vital role in the academic performance. The students with higher expectations have better performance than the students with lower expectations. High expectations gives rise to 'Pygmalion Effect' that can change a lower expectation student into a successful person and thus ensuring a high paying job for him/her.Tauber(1998) suggested that many Institutes knows how to use this Pygmalion effect and that they make sure that it conveys the positive effect on the academics and students. Most importantly, if it does not convey positive effect, efforts are been made not to convey negative impact as well.

  Tauber cites 4 factors to advance higher expectations from the students.

  1. A climate conducive for the teaching and learning effect. This is mainly demonstrated in the physical atmosphere.
  2. A comprehensive and Cognitive feedback for the students for 360' enhancement.
  3. The teachers starts teaching more to the students with whom they have higher expectations so INPUT increases.

4. The students starts top reciprocate the INPUT given by the teacher and hence the OUTPUT also increased.

The teachers may attribute success and failure to ability to learn, Studies, Intelligence etc.When a high performing student fails, this failure is attributed to the luck and when a low performing student fails, it is attributed to low ability's student having low ability will credit luck to the success he receives and failure to his low intelligence. The teacher teaching that student will also feel less motivated and helpless to improve that student.

It is a surprising fact that at times, ability of the student is viewed as something which cant be changed. It is at times ignored that the success depends on the efforts to put extra miles rather than efforts.

It is a unique common thing in all the successful people in the world that they always had a teacher behind them who was very demanding and expected high of them.Brophy(1986) stated that the projects, assignments, curriculum must be very religiously monitored to an extend that the teachers' passion and expectations become students' passion and expectation and hence, they become more eager learners. This also showed that the teachers who doubt their own capabilities tend to have more pessimistic attitude towards academics and they did little to reshape the students' career and future. On the other side, teachers having high confidence and expectations on themselves tend to be more optimistic and that showed in the academic performance of their students as well.

All the teachers in the Institutes must share the same level of expectations from the students. Having relatively high expectations from the students above the yard stick may tend to negative impacts as well.

Schilling further cites that expectations of and from the students will tend to have impact on the contact hours for the personal study as well. Some will achieve high grades even after not giving much contact hours to the study and vice versa. Setting up high expectations in the first year itself will lead to easy tone of the students for the rest of the tenure in the campus. These expectations must be both in the quality and quantity of the efforts put in by both the teacher and the student.

Students expect the colleges to have more ways to enhance their critical thinking and problem solving abilities. Such activities must be performed in the Institutes.

The students must be taught to correlate the relationship between the efforts and the results.They must try and outweigh the teachers' expectations as well.

- ***Dr. Ravindran Sudharani, Mrs M Kalpana, 2012, "Students' Expectation, Perception and Satisfaction towards the Management Educational Institutions"-*** In today's era it is apt to say that the students are considered as customers of the educational institutes just like any other Industry. The students, before taking the admission, do a great analysis of the various colleges, try to judge them on the parameters like Infrastructure, contact hours, placements etc. Keeping this in mind even the Institutes and Colleges today, try their best to sell them to the prospective students and try to cover up their expectations. They want an experience which has unique style of academics, they enjoy while they learn and at the same time they can also have the 'student experience' in the college. The main determinants of the students are:-
  1. The faculty or the contact personnel they talk to.
  2. The infrastructure and the physical abilities like labs, extra curricular arrangements the college offers.
  3. How easily and regulartly these facilities are available to the students.
  4. The fee which they are paying to the college.

Hooley and Lynch(1981) examined that the students in the UK forms expectations about an Institutions keeping in mind the reputation of the college, Demographic location, the teaching methodology and the advice from the seniors studying in that particular college. Advise from the teachers and parents also plays a major role in making expectations from an Institute.

Not only this, how much an Institute provide the financial facilities to the students in terms of scholarship and other aids also plays a major role in determining the expectations a student

forms from an Institute.This study also asserted the fact that the contact with various Institutes' personnel also plays an important role in determining the expectations. Depending on the way their queries are resolved by the personnel, the level of expectation may go up or down. The courtesy, politeness, empathy shown by these people determines a lot about the students' expectations.

- ***Mira Costa College,School Relations and Diversity Outreach Office and Institutional research Office, 2008, "High School Students' Perceptions of What it Will Take to Go to College"-*** It has always been a curiosity in the Institutions to try and get to know what it takes for them to get the students to their colleges. While they think that the quality and variety of their programs are something which gets the students there, the cost of the education and financial status quo of the students plays an important role in the same. Not only that, the suggestions given by the parents, peers etc, also plays an important role in the same.Because, this study was done in the UK, it was very important to know that there exists Afro Americans and the Hispanics who would also make part of this study and their expectations and perceptions might be a little different than the whites.

  It was observed in this study that the students wishes to go to work and earn while they study. The issue which the student needs to sort is about their time management and other schedule related to their academics. Cost of education and other financial obligations which they have also plays an important role in deciding the expectations of the students.

  It was very interesting to note that the factors like if anyone in the family has attended college, if the friends are attending college, The grades are not good enough and the difficulty level of the course they are interested in, also plays a very important role in the determining the expectations they have from the college.

The programs which the college offers was cited as the most important factor in determining the expectations of the students. Again this was followed by the cost involved in pursuing that course. Not only that, the reputation of the college and the distance from their home also played a very important role in determining the same.

The next cited reason was if their friends or family has attended that Institution. Some of the other reasons to fix up the expectations of the college were as follows-

1. If the college has on campus hostel/boarding facilities for the students.
2. If the college offers extra and Co Curricular activities like that of sports etc.
3. If the parents have attended the college(This does not necessarily involves attending the same college . It just implies if the parent is educated till the college level.)

- ***Jones- Darlaston, Pike. D K, Cohen L, Young A H, Haunold S, Drew N M, 2003, "Are they being served? Student expectations of Higher Education"-***

There has been time and again various studies done in the European Counties to know the expectations of the students from the college and their Institutes. Through Various studies it has been widely known that there is a big gap between the students' expectations and the Institutes deliverables not only in terms of Academic expectations but also in terms of Infrastructure requirements, the way they see the behavior of the teaching and non-teaching staff, their appearance and their dress up, If they are willing to help or not, whether they are able to fulfill their promise or any help or not and also if the staff and Institute is empathetic and sympathetic towards the students' personal issues.

Keeping this in mind, the above researchers carried a Week wise study to know the improvements in the expectations of the students. Some of the results showed that the teaching staff delivered more than the expectations of the students and some of the results were vice versa. Some of the observations of this study are as follows-

1. The image and the professionalism of the teaching staff was more than the expectations laid by the students.
2. The students felt that the help they receive from the teaching staff and other administrative people are ok, but its less than the expected value and they

wished for more help, support and assistance. To elaborate further, this was more inclined towards the teaching, than the non-teaching staff.

3. The students tends to trust the teaching staff more than the non teaching staff for various reasons unknown. It was further deduced that this may not be because of the fact that the non-teaching staff is not trust worthy, this may be because of the fact that the students have lack of knowledge of the backend support given by them and the importance in the academics.
4. It was expected by the students that the teaching staff must pay more individual attention to the students than the non-teaching/ administrative staff. This was because of the reason that the administrative staff was seen as taking care of many other duties as well than that of the students, where as the teaching staff's role was mainly concentrated on the students itself.

This study clearly indicated that there is a significant different between the expectations the students had before joining the Institution and the reality which they face after reaching the Institutes. It was very clearly evident that some of these differences are because of the deliverables the Institute is able or not able to provide them and some of these differences are because of the ignorance the students have in terms of the Institutes lifestyle. They have highly 'rosy' pictures in their minds and those pictures gets distorted when they reach college. Hence, they hold the Institutes responsible for not being able to fulfill the same.

As the students try to be more self-dependent and try to adapt themselves in the self-learning mode after reaching College, it becomes the responsibility of the college as well to help them in the transition. The Institutes must be able to provide help and support whenever it is needed by the student. It was also recommended that the Logistical requirements given to the students must be made easily accessible to them and by doing this, the students will be able to concentrate on the learning rather than wasting time on running around to take permissions to use these Logistical facilities.

It was also recommended that there must be greater liaison between the schools and the Institutes so that the Freshers do not have unrealistic expectations from the Institutes. This will not only improve the teaching learning process but also, prevent the new college entrants

RESEARCH METHODOLOGY:- This pertains to the collection of data and information so that they may be analyzed and right decisions on the problem statement may be made. This may include collecting the data by the way of interviews, surveys, newspapers etc. What needs to be kept in mind is, which data is vital for the research and which data is not.

The sample which is collected must be nicely segregated in Primary and Secondary data. Here how wise the Researcher is, that plays a pivotal role. He/She must be able to wisely analyze and segregate what data must be used as Secondary and Primary.

Primary data is the data that the researcher has collected for the sole of his study of problem statement. It is collected after the researcher has studied a lot of secondary research that has been done on the study problem. This is collected by questionnaires, interviews, by the researchers own observations etc. The advantages of collecting primary data are as follows-

- The study of the problem statement becomes better.
- The data collected is very recent and specific.
- The collector is the owner of the data collected.

Secondary date pertains to the data which is read or collected by the researchers for the sole

purpose to collect ‘Good To Know’ information. This kind of data is collected by some one else, may be for some other purpose, but may help in the study of the problem statement. This could be collected by censuses survey, information collected by government departments, organizational records and data that was originally collected for other research purposes. The advantages of collecting secondary data are as follows-

- Saves time.
- Easily accessible.
- Saves money as easy to get.
- Gives a broader view of the issue prevailing.

In this study, we aim to study the expectations of students of various Engineering Colleges in Delhi/NCR and try to know the gaps prevailing. The primary data will be collected by the questionnaire which will be prepared and the secondary data will be collected by the already prevailing study.

- Sample Size of students- 40-50/college
- Sample size of Colleges- 5-6
- Sample size of questions- 26, MCQ type

In the questionnaire, we aim to ask the students regarding 360’ approach of their thinking. We will aim to ask if their expectations meet with the deliverables the college is providing.

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